

American University Black Swing Voter Project

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JULY 2020

ABOUT THE BLACK SWING VOTER SURVEY


- Total sample of N=1,215 African Americans, with an oversample of 593 under 30 years of age
- Sample drawn exclusively from 2020 battleground states:
 - The Rust Belt (Michigan, Pennsylvania, Wisconsin)
 - The Southeast Sun Belt (Florida, Georgia, North Carolina)
- Survey conducted online
- The sample was randomly drawn from large, representative, opt-in survey panels online
- The sample is weighted to the Black/African American population of adults in each state, and by gender, age, and education
- The survey was collected by the African American Research Collaborative
- Field Dates: July 1 to July 9, 2020
- Margin of Error: $\pm 2.8\%$ (full sample); $\pm 5\%$ (under 30) 6.9% (within states); $\pm 8\%$ (under 30 vote choice question)

OVERVIEW

- Vote Choice / The Candidates
- Motivation to Vote
- Attitudes toward the Parties
- Attitudes toward the Political System, Elected Officials, Police, and the Criminal Justice System

GO
HOME
BIGO

NOVEMBER
IS
COMING

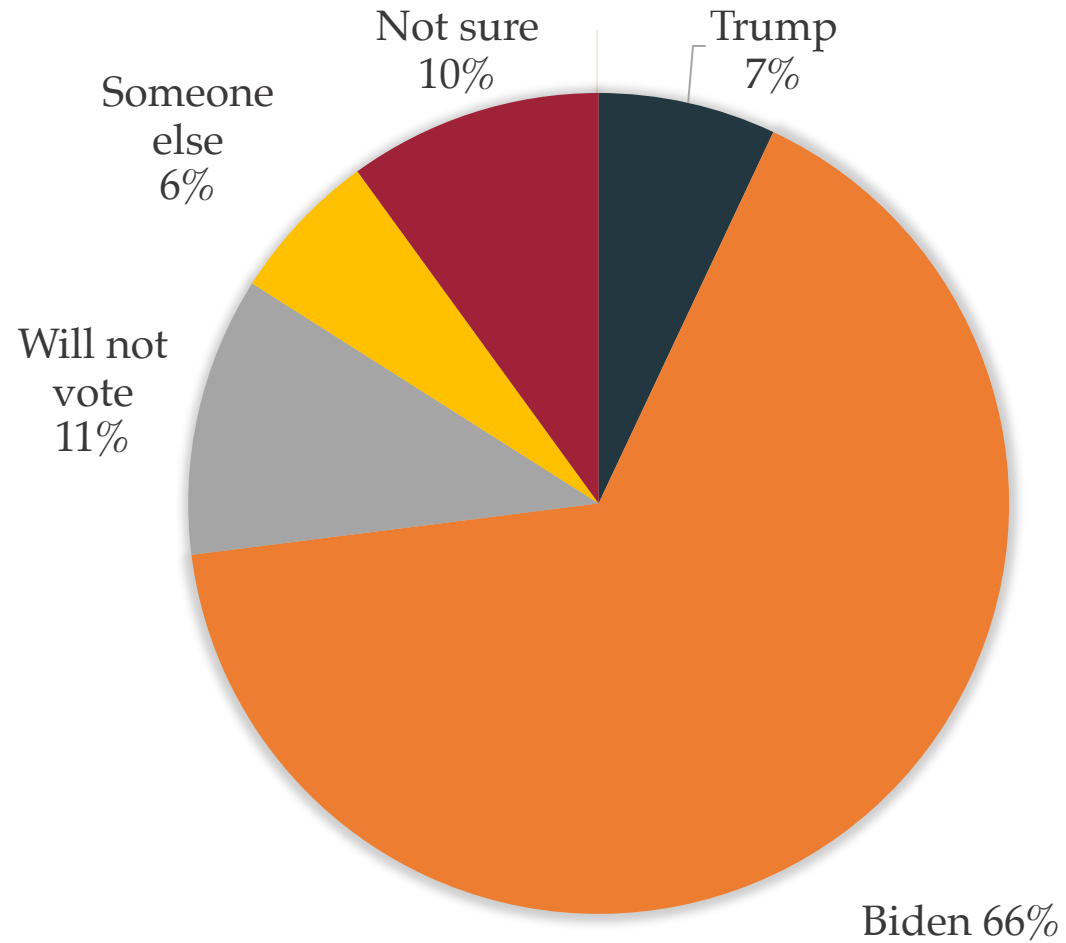
TODAY!  CITIZENS
ARE IN TRUMP'S CAGES

VOTE CHOICE/THE CANDIDATES

I BELIEVE
WOMEN
AND
VOTE

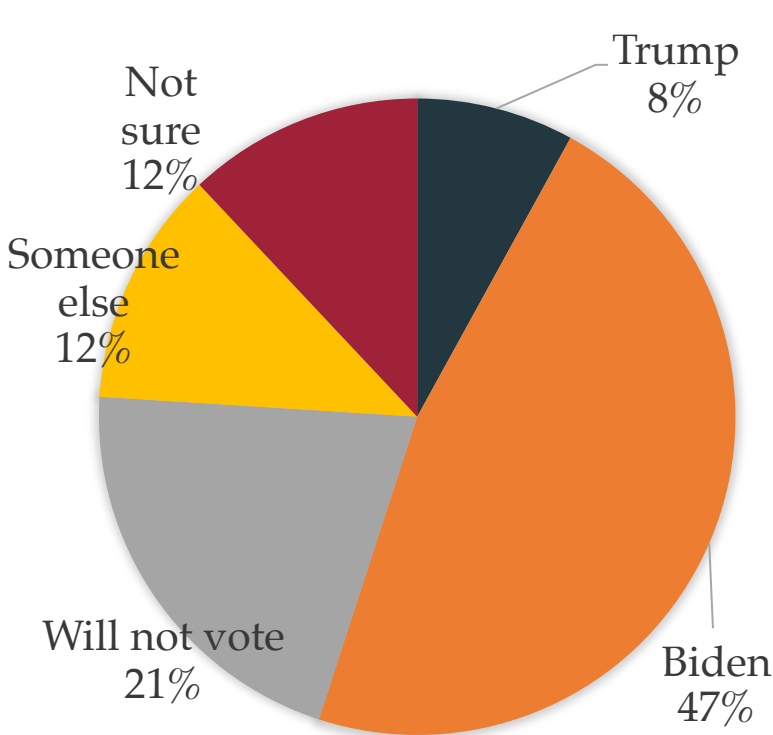
BIDEN v. TRUMP

All respondents

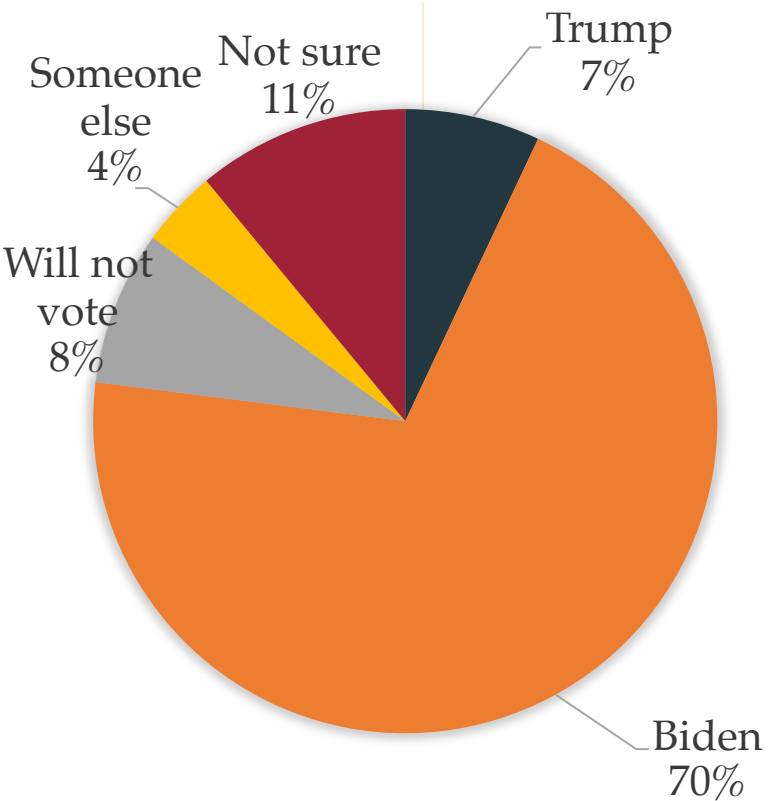


BIDEN v. TRUMP

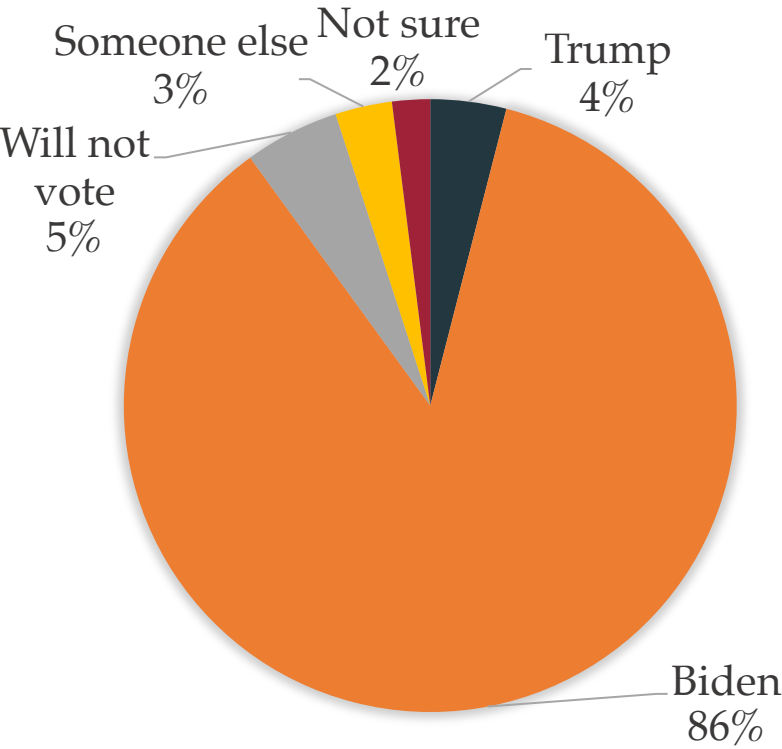
18-29



30-59

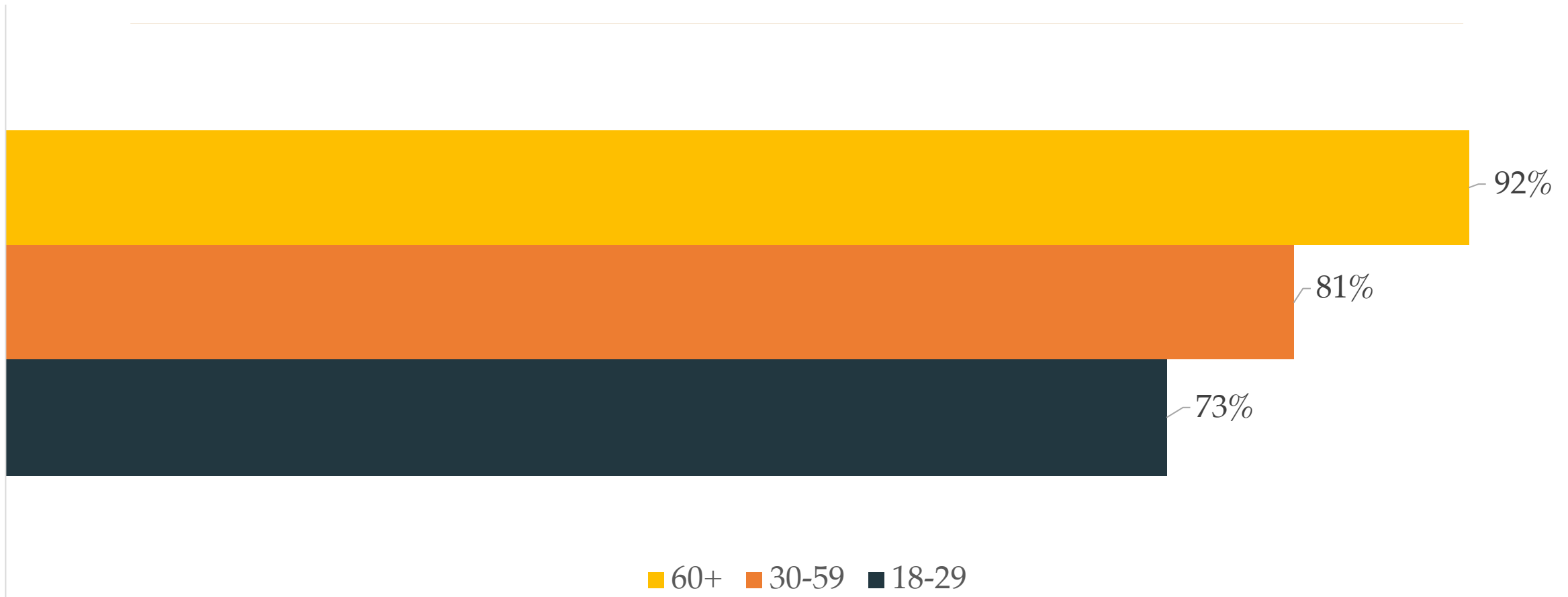


60+



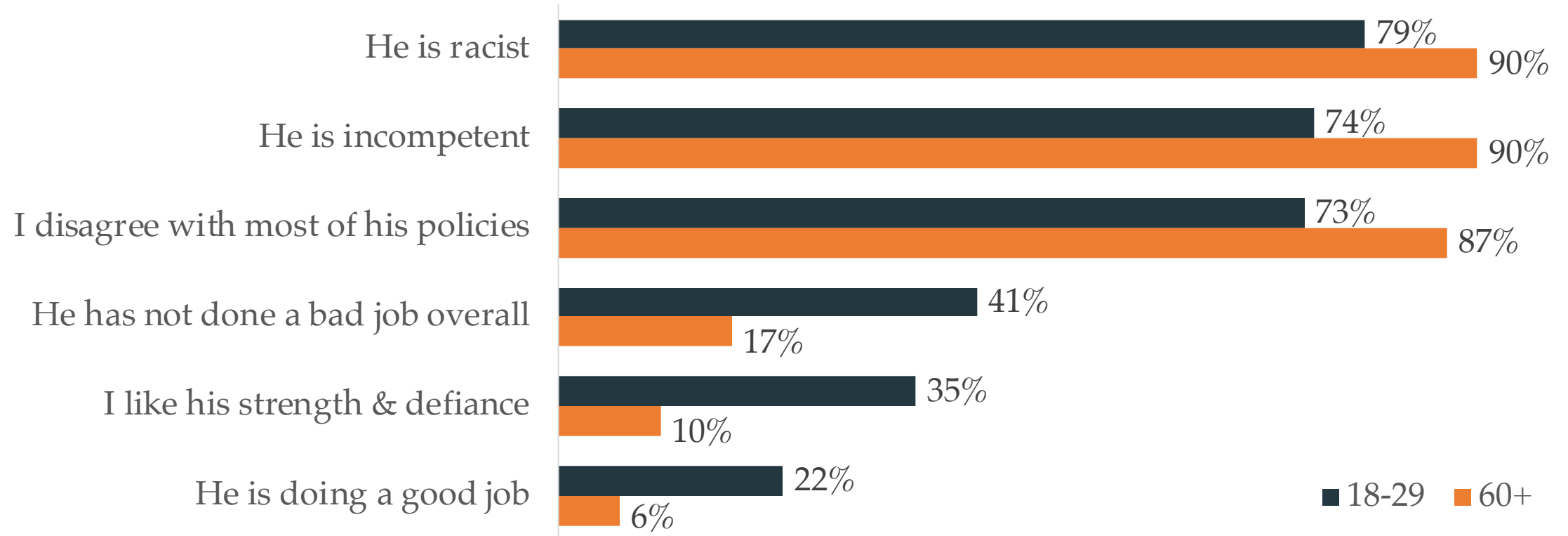
BIDEN'S VP PICK

Percentage of respondents who say they will vote for former Vice President Joe Biden, if he picks a Black woman as his running mate. Total figure boosted by some who said initially they didn't plan to vote for him.



TRUMP EVALUATIONS

When it comes to your view of President Donald Trump, please indicate whether you believe the following statements are true or false? (% Total Agree)



WHEN THINKING ABOUT PRESIDENT TRUMP, WHAT ONE OR TWO WORDS COME TO MIND? (Full Sample)



WHEN THINKING ABOUT PRESIDENT TRUMP, WHAT ONE OR TWO WORDS COME TO MIND? (18-29)



WHEN THINKING ABOUT VICE-PRESIDENT JOE BIDEN, WHAT ONE OR TWO WORDS COME TO MIND? (Full Sample)

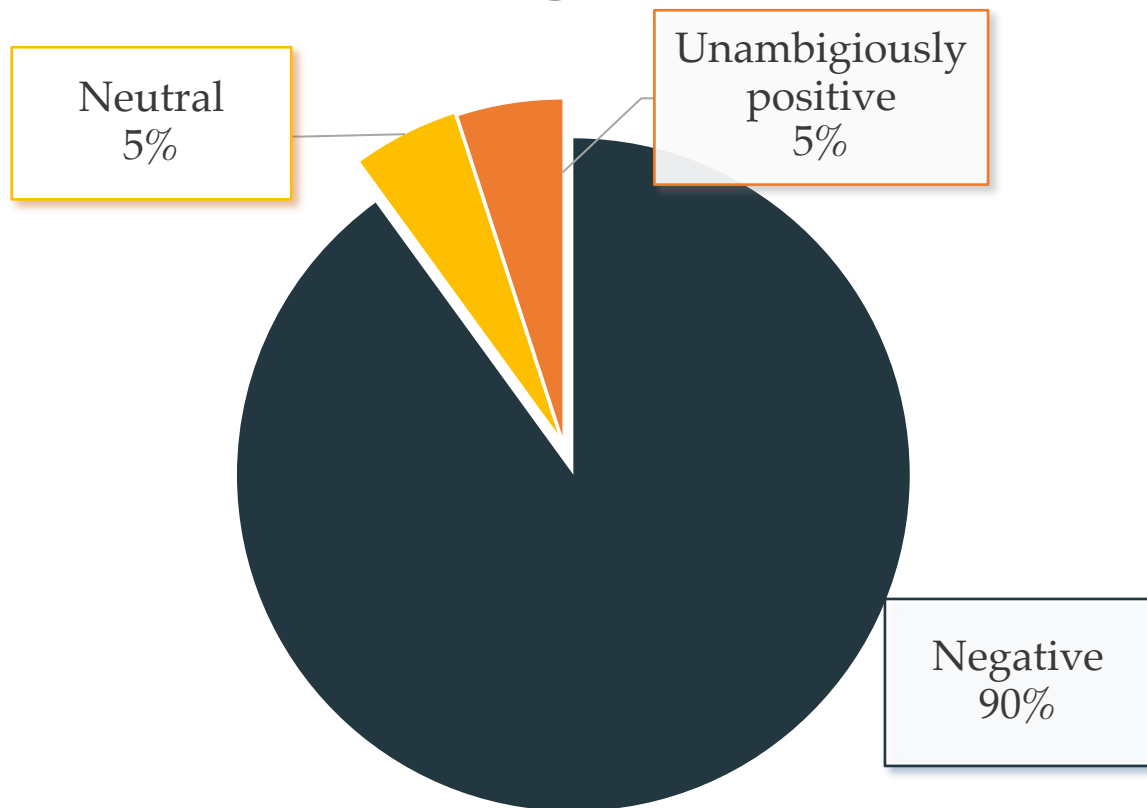


WHEN THINKING ABOUT VICE-PRESIDENT JOE BIDEN, WHAT ONE OR TWO WORDS COME TO MIND? (18-29)

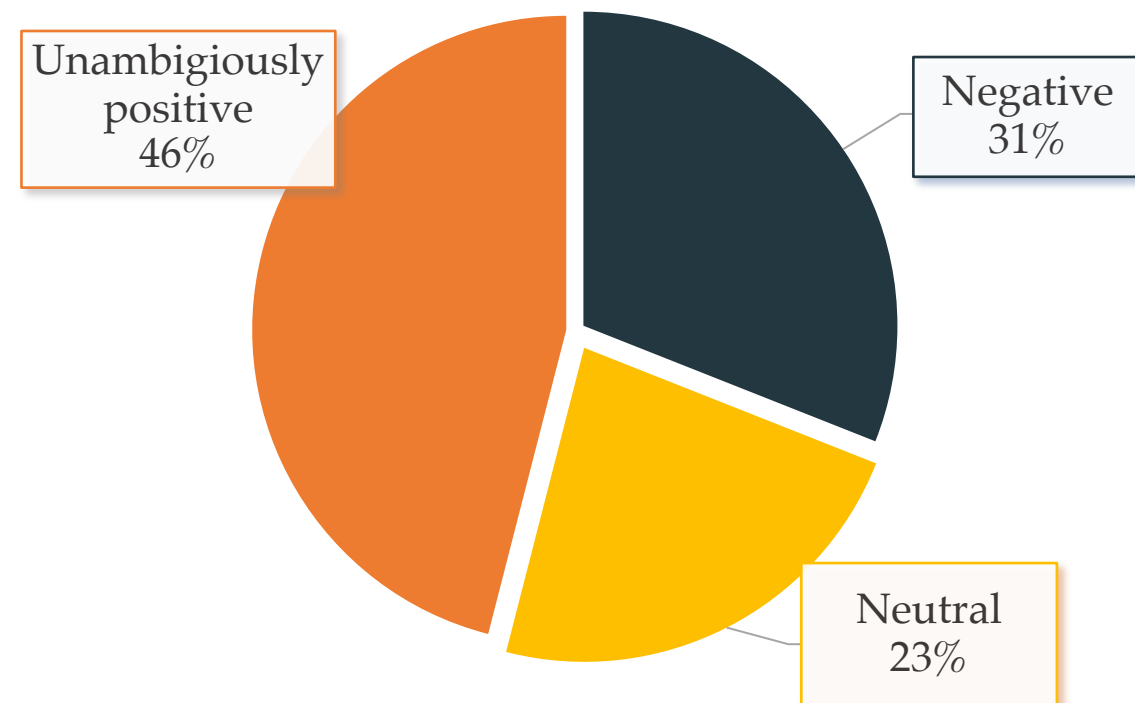


IN THEIR OWN WORDS: YOUNG BLACK AMERICANS DESCRIBE TRUMP & BIDEN

TRUMP



BIDEN



Automatic
door

Automatic
door

WELCOME TO YOUR POLLING STATION

Please follow the signs and
report to the desk, then follow
the instructions given to you.

Kindly note that there are various
penalties for misconduct at elections
and referendums.

In particular, be aware that it is a
serious offence to vote when you are
not entitled to do so or to pretend to
be another person.

THANK YOU FOR VOTING

POLLING STATION

OPENING TIMES

Note that as long as you are in the polling
station, or in a queue outside, before 10.00pm
you will be entitled to apply for a ballot paper



Project Part-Financed
by the European Union
European Regional
Development Fund

Craven Arms Community Centre
& Library
is changing its

Friday opening hours.

From the 3rd June 2016

CasCA

will be open from

9.00am - 5.00pm

Instead of 9.00am - 8.00pm.

Apologies for any
inconvenience caused

live
happy!

with
Slimming World

Here at the
CASCA Centre

Every Wednesday
5.30pm + 7.30pm x

visit the website for delicious recipes
slimmingworld.co.uk
0344 897 8000

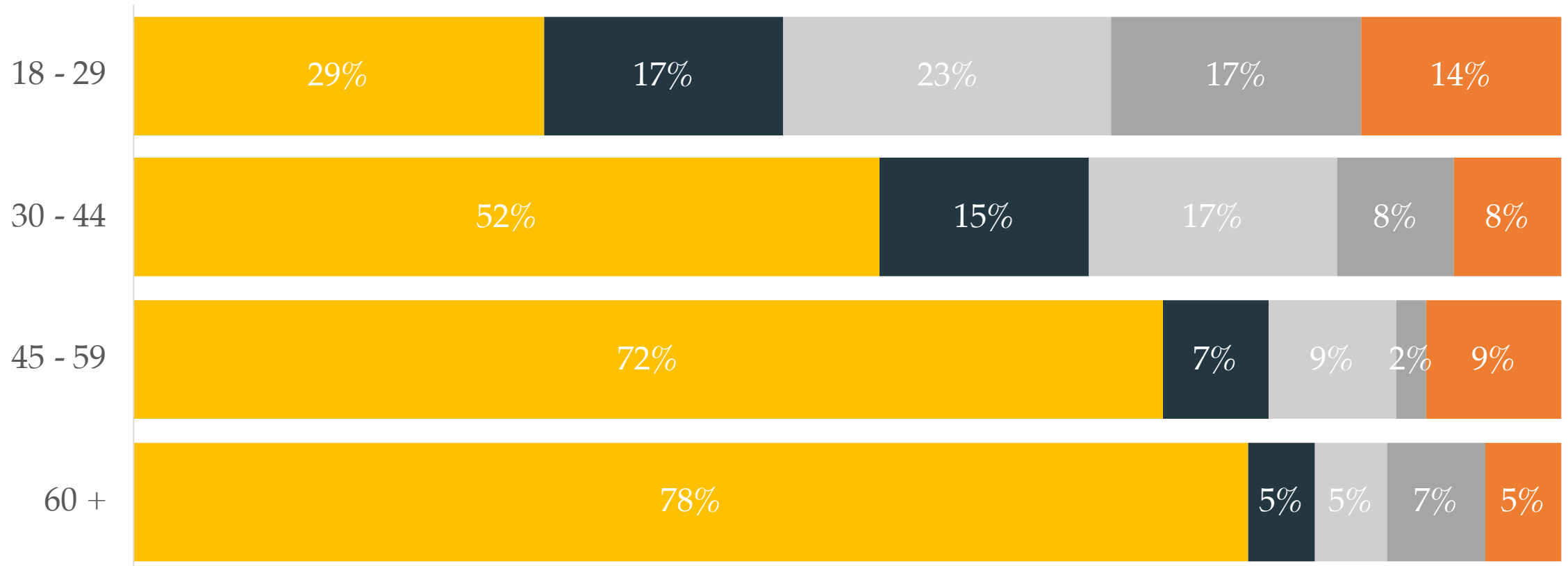
Slimming
World

Working hard, changing lives

MOTIVATION TO TURNOUT

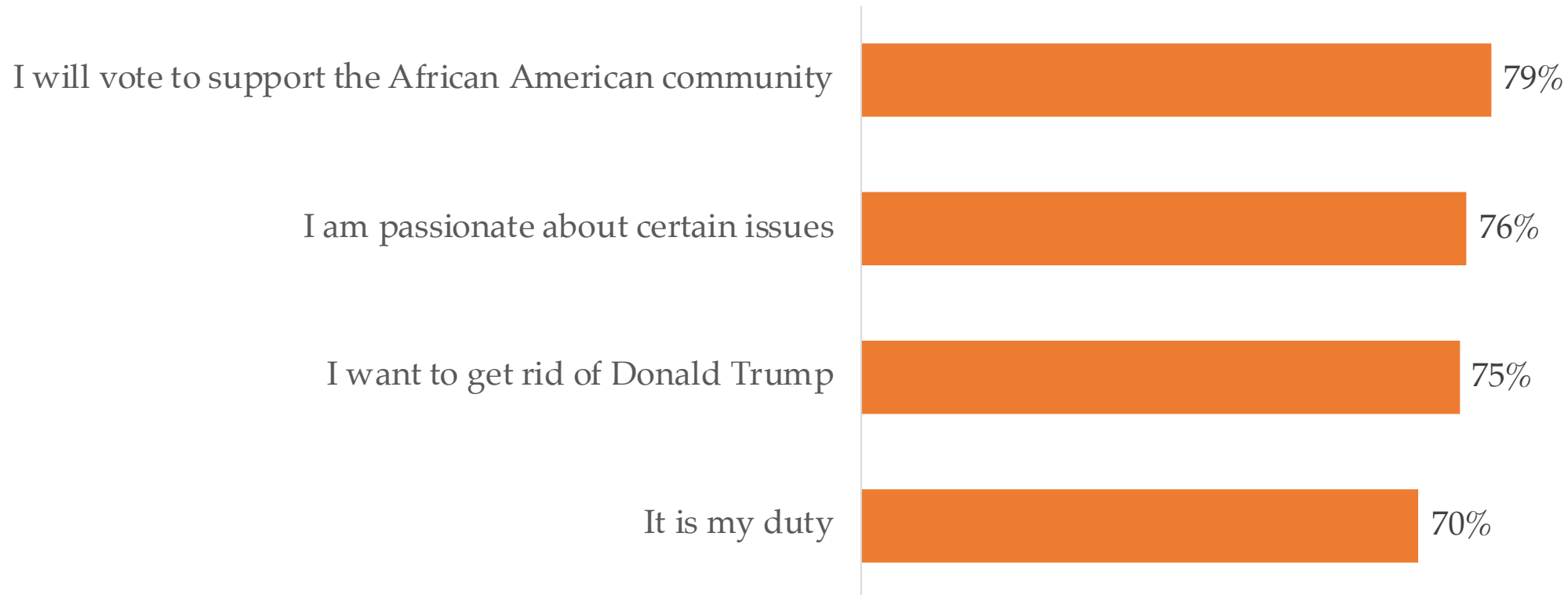
CERTAINTY OF VOTING

Thinking ahead to the November election, how motivated are you to vote?



■ I will definitely vote ■ I will probably vote ■ Chances are 50-50 that I will vote ■ I will probably not vote ■ I will definitely not vote

PERCENTAGE WHO AGREE WITH EACH OF THE STATEMENTS ABOUT VOTING (18-29)

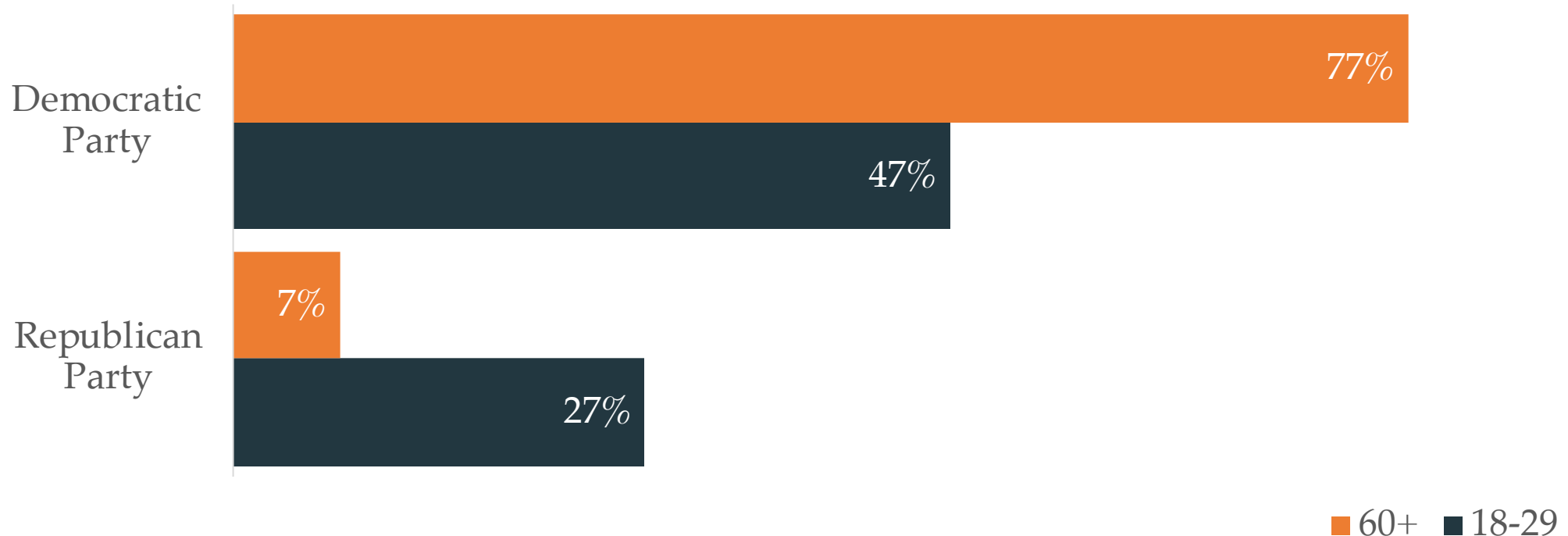




ATTITUDES TOWARD THE PARTIES

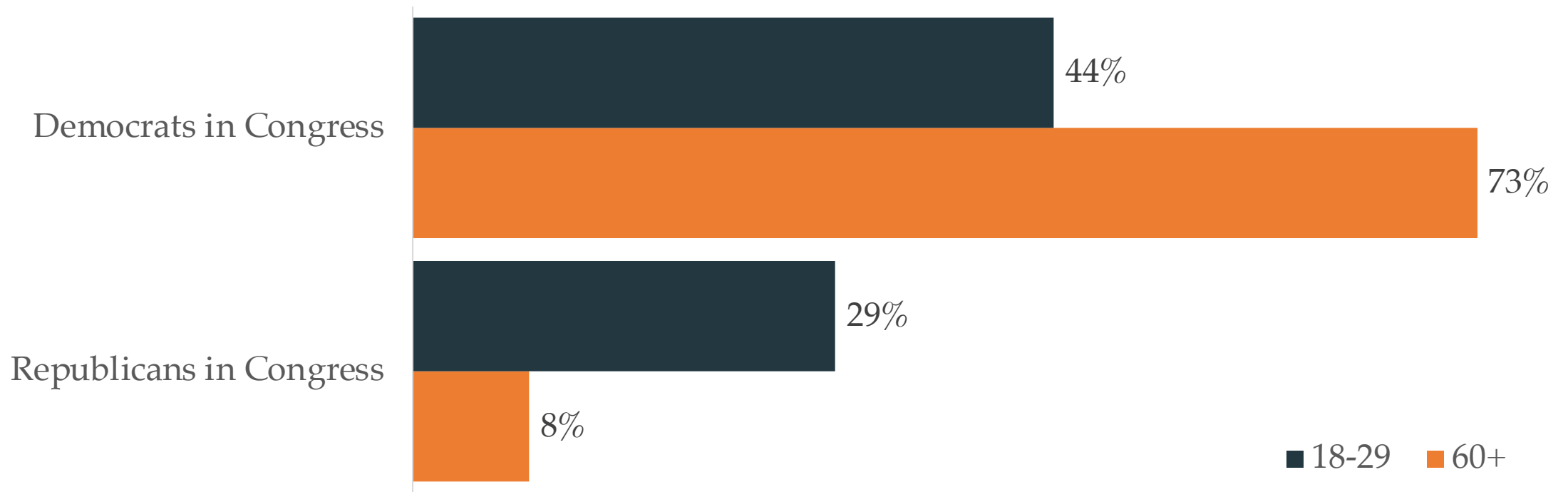
HOW WELCOMING ARE POLITICAL PARTIES?

Percentage of respondents who believe the Democratic and Republican parties are welcoming to African Americans.



WHOM DO YOU TRUST?

Percentage of respondents who trust Democrats and Republicans in Congress to do what is best for the Black community

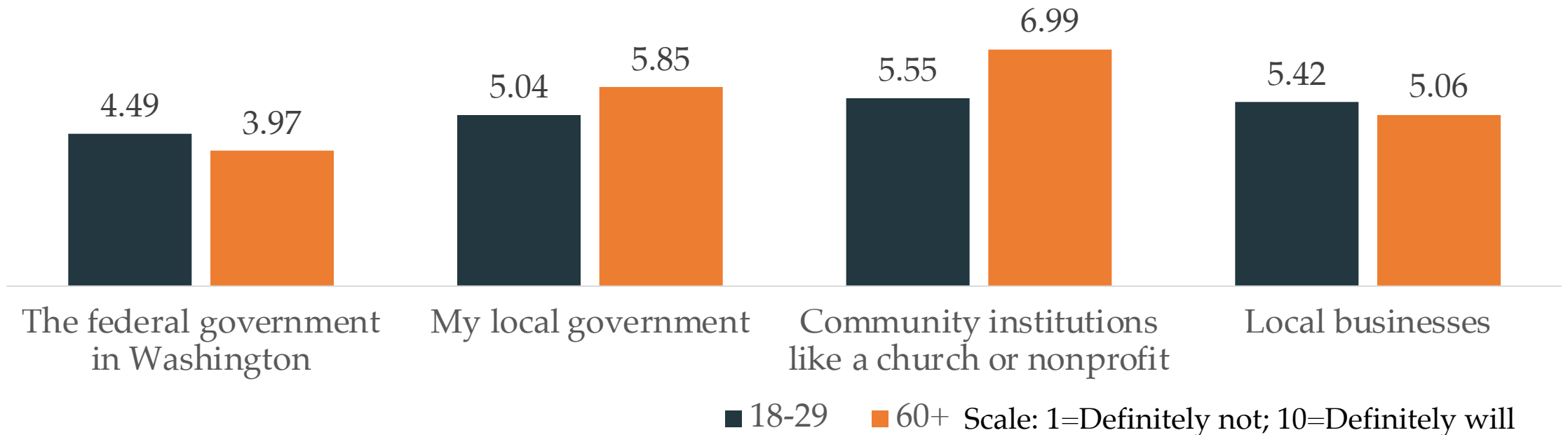




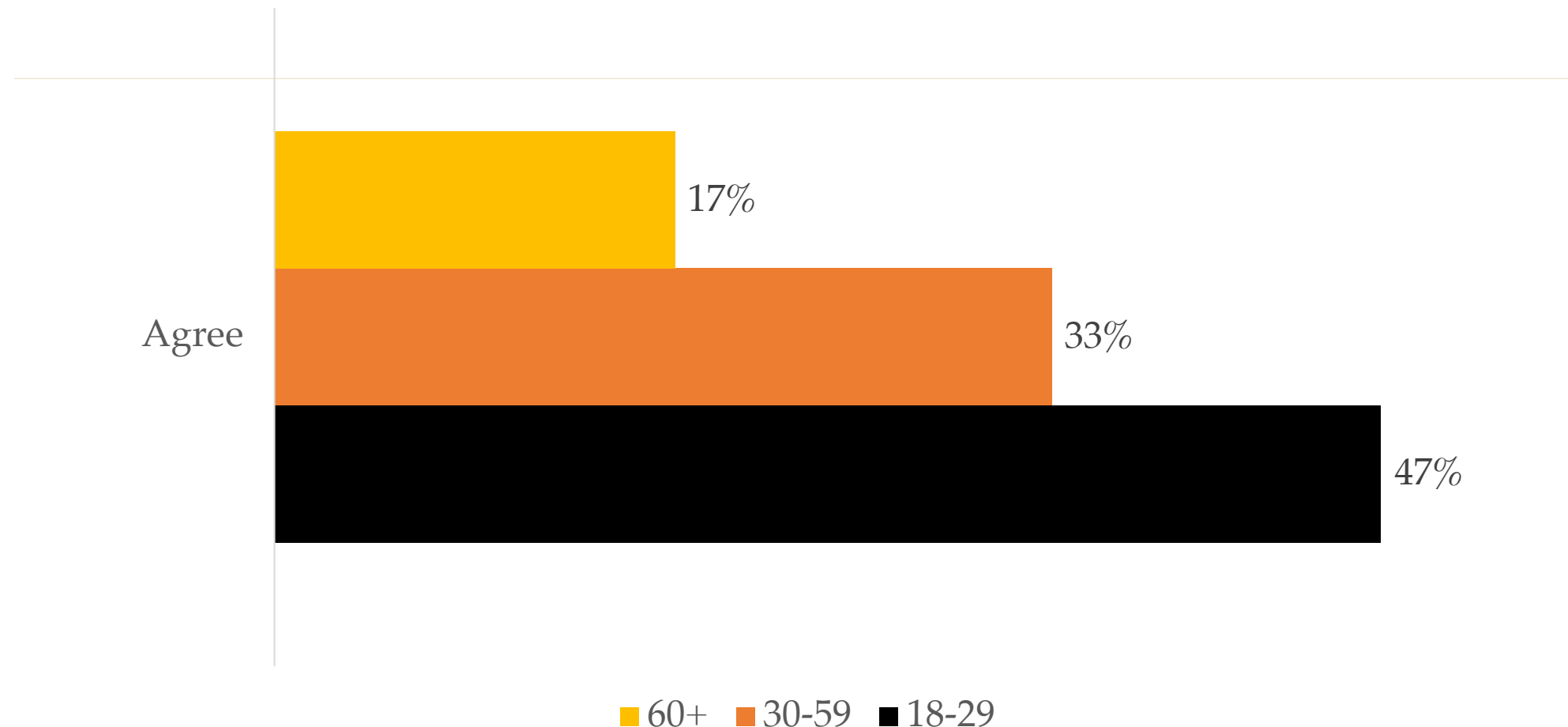
ELECTED OFFICIALS, THE POLICE, & THE CRIMINAL JUSTICE SYSTEM

WHO WILL LOOK OUT FOR YOU?

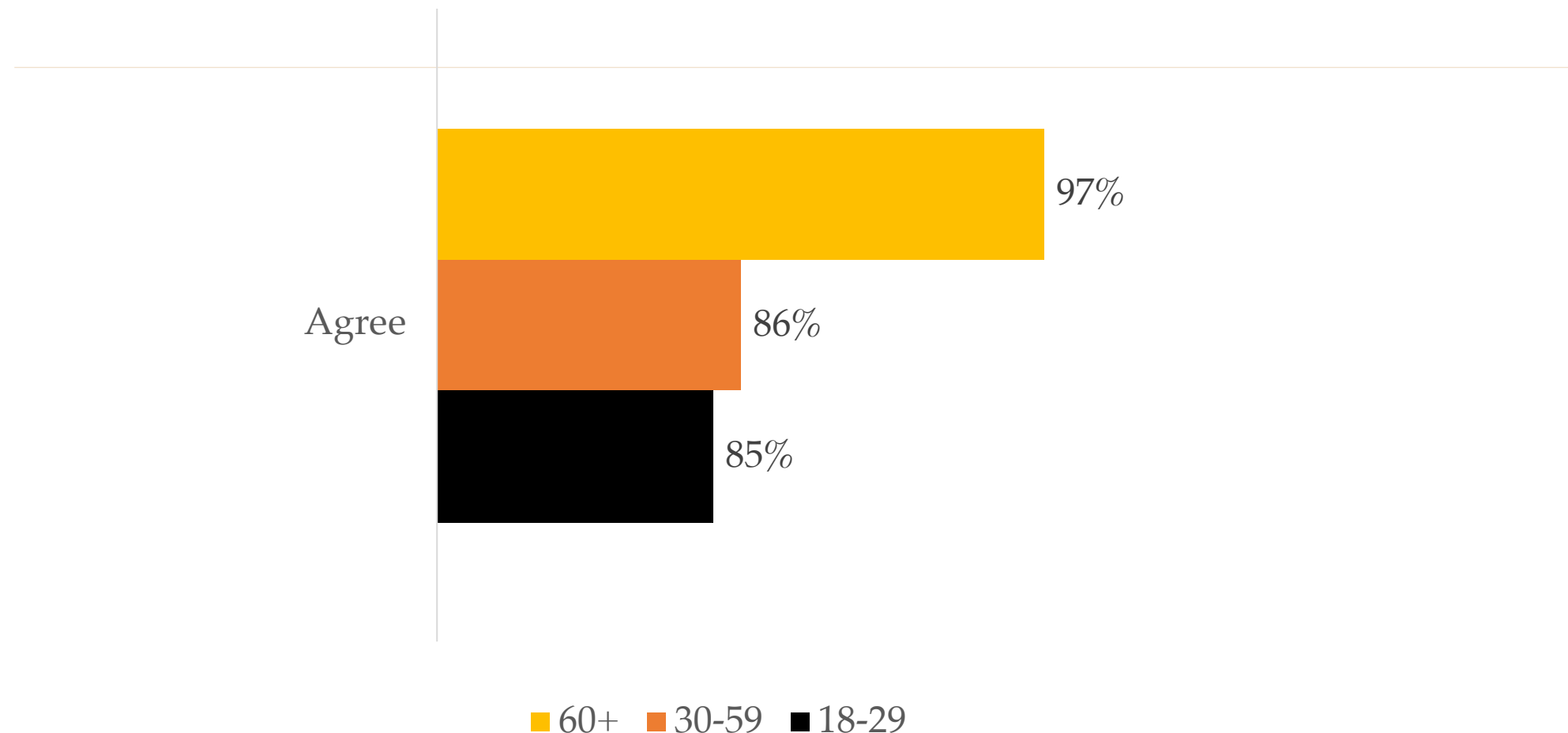
How much do you believe each of the following will look out for you in uncertain or difficult economic times? *(Mean score, full sample, on a 10-point scale)*



DO ELECTED LEADERS IN WASHINGTON LOOK OUT FOR PEOPLE LIKE ME?

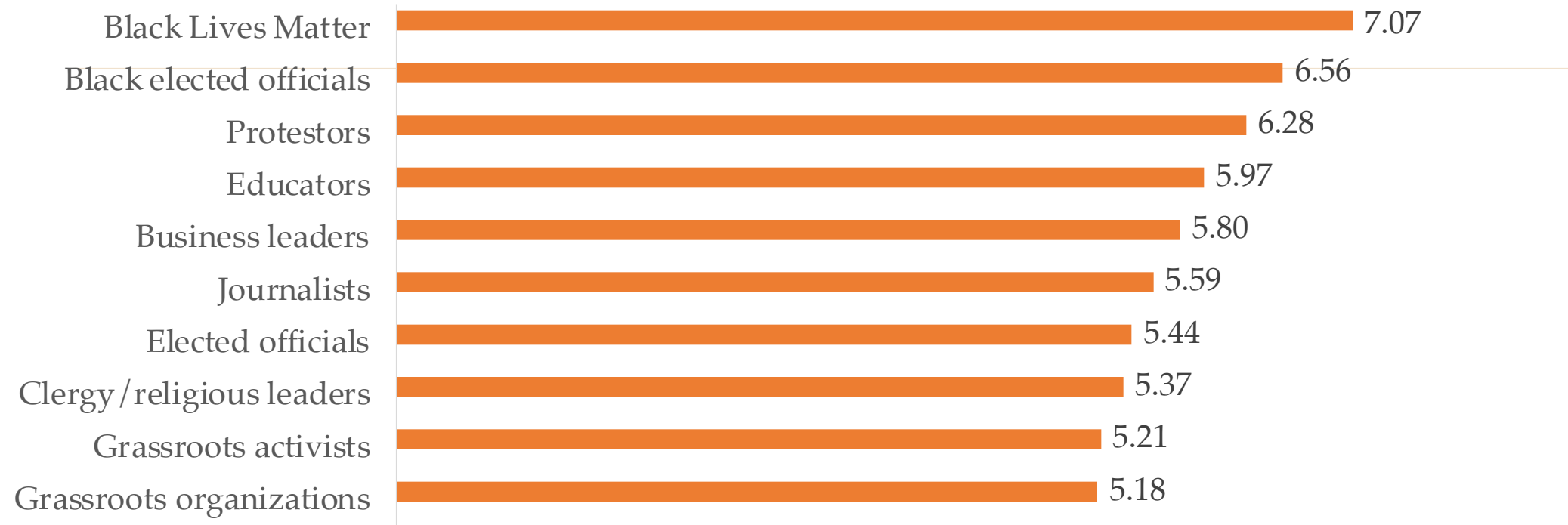


DO ELECTED LEADERS IN WASHINGTON LOOK OUT FOR THE WEALTHY AND WELL-CONNECTED?



WHO ARE EFFECTIVE CHANGE AGENTS?

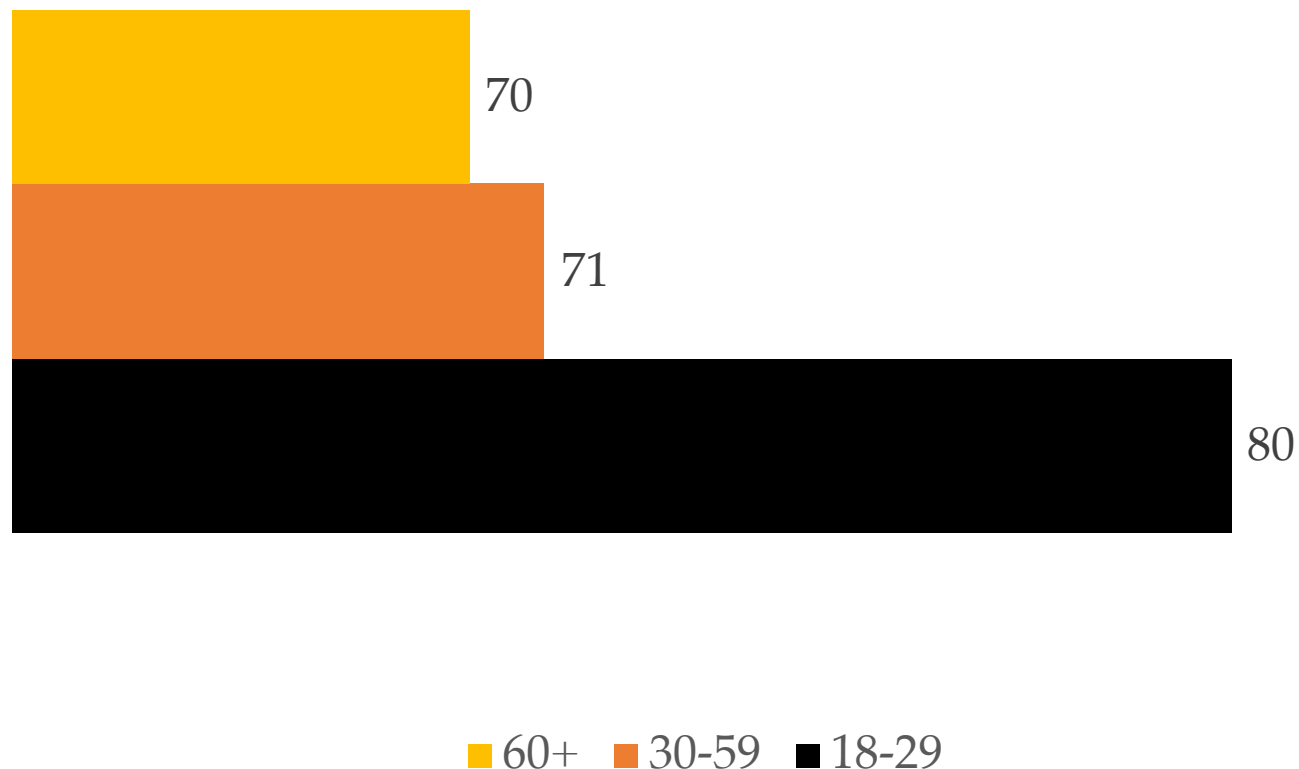
Let's say you wanted to change something in your city or local community, such as addressing police brutality or police practices that concern you. How effective do you think the following are in making sure that change takes place?



Mean score, 18-29 sample, On 10-point scale 1=Not at all effective; 10=Highly effective

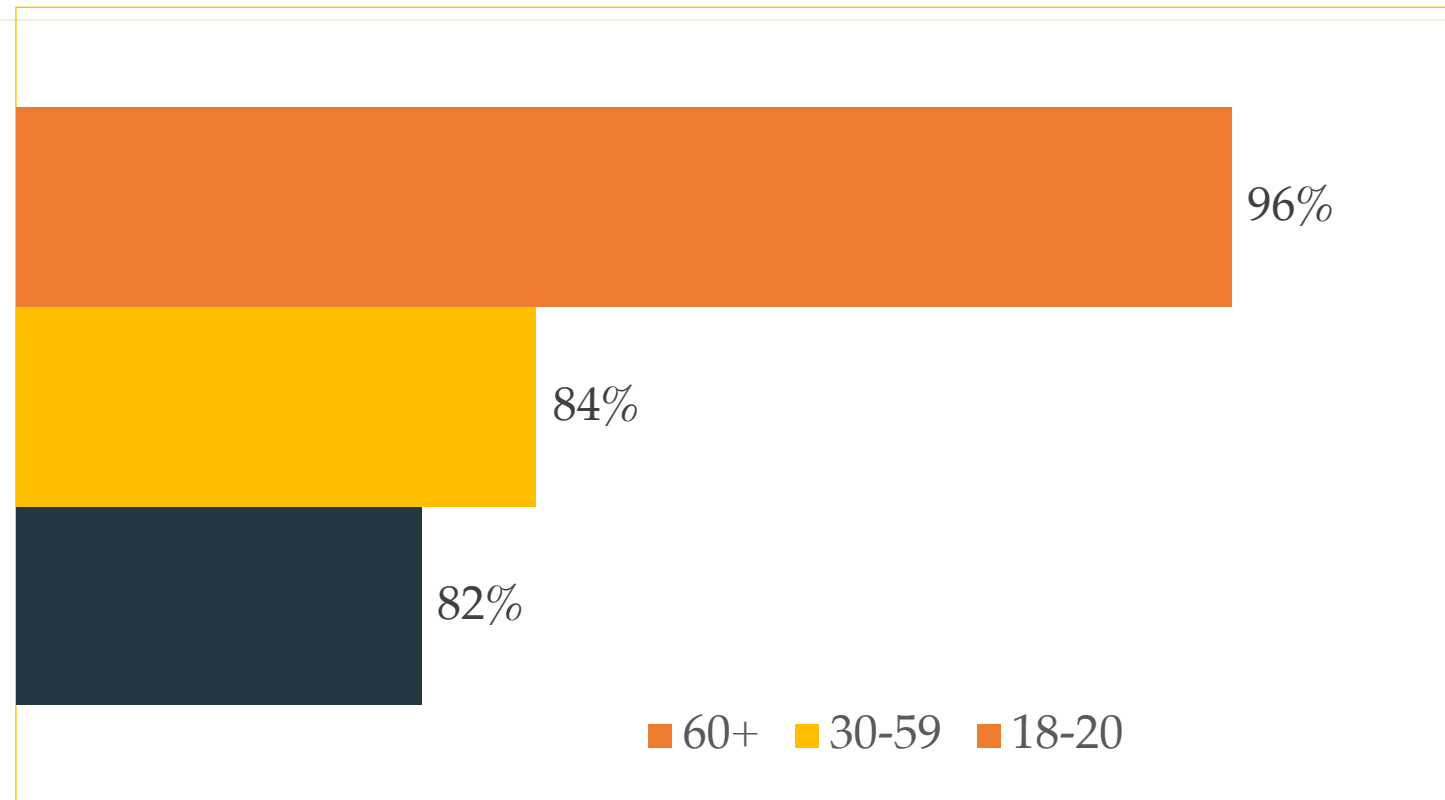
EXPERIENCES WITH THE POLICE

Do you fear that the police may harm you or people that you care about?



IS JUSTICE BLIND?

Some people say that the criminal justice system is generally fair to all people without regard to race, while others say that there is systemic racism in the criminal justice system such that Black/African American people are often treated unfairly.



[illegible]

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of POLICY & POLITICS



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Understanding and Communicating Black Political Action

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